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## Valvoline™ NextGen™ Recycled Motor Oil helps Matt Kenseth score Roush Fenway Racing's first win of the season at the Daytona 500

### Roush Fenway strikes gold on the track while going green under the hood

LEXINGTON, Ky. – With 31 championships and more than 400 races under their belt, Roush Fenway Racing is no stranger to performing on the track. On Monday, Feb. 27, Matt Kenseth scored another milestone for the iconic race team with his win at the Daytona 500. The victory signified not only the first Sprint Cup win of the season for Roush Fenway Racing and its 300th NASCAR victory, but also its first checkered flag since making the switch to [Valvoline's NextGen](#) recycled motor oil technology, made with 50 percent recycled oil.

Roush Fenway's decision to switch to a NextGen formula came after a litany of tests conducted in conjunction with esteemed engine builders Roush Yates last season. The validation process included laboratory simulations, numerous full-length race recreations and a multitude of race-day evaluations in both the Nationwide and Sprint Cup series. The process confirmed that NextGen technology provides optimal engine protection against the extreme heat, high RPMs and anti-wear demands of racing without sacrificing protection or horsepower.

"Valvoline has been a trusted partner for many years and has always echoed our spirit of innovation, performance and sustainability," explained Jack Roush, the legendary co-owner of Roush Fenway Racing. "Last year, we were able to see just how well this oil performed on track, including a monster win for [Carl Edwards](#) in Atlanta. With NextGen racing oil in all of our Fords this year, we feel we're in the best possible position to make some great things happen this season."

The pros aren't the only ones using NextGen in 2012. This year also marks the introduction of [Valvoline's "Close the Loop" program](#), aimed at incentivizing drivers to maximize engine performance while minimizing dependence on crude and foreign oil. With the help of major retailers including Advance Auto Parts and O'Reilly Auto Parts, Valvoline is encouraging Americans to return their used oil for recycling and purchase NextGen to receive a special \$20 gift card mail-in offer.

"Like our drivers, both on the speedway and Main Street USA, we are firm believers in getting the job done right," said Darryl Gaines, NextGen brand manager. "For us, this means providing the highest quality product in a responsible way and making it easy for our customers to do right by their engines and the environment."

NextGen motor oil is available in conventional and [MaxLife™](#) formulations. For further product information, visit [NextGen.Valvoline.com](#).

#### About Valvoline

[Valvoline](#), a brand of Ashland Inc. (NYSE: ASH), has been serving American motorists longer than any other motor oil. In addition to commercial and industrial lubricants, the Valvoline family of products includes [Eagle One™](#) appearance products, [Car Brite™](#) car restoration products, [Zerex™](#) antifreeze, [SynPower™](#) performance products, [MaxLife](#) products created for higher-mileage engines, and [NextGen](#) motor oil created with 50 percent recycled oil. With more than 860 locations throughout the United States, [Valvoline Instant Oil Change™](#) is a leader in serving the quick lube market.

#### About Roush Fenway Racing

Roush Fenway Racing is NASCAR's largest team, operating seven motorsports teams. Four are in the NASCAR Sprint Cup Series with drivers Matt Kenseth, Greg Biffle, Carl Edwards and David Ragan, and three are in the Nationwide Series with Edwards, Ricky Stenhouse Jr., and Trevor Bayne. For more information on any of the Roush Fenway Racing teams, log onto [www.RoushFenway.com](#).

#### About Roush Yates Engines

[Roush Yates Engines](#) designs, engineers and crafts high performance racing engines with the power to perform and the horsepower and durability you'd expect from legendary NASCAR pioneers Jack Roush and Robert Yates. The partnership of power and precision has come from merging the knowledge and experience of two legendary engine builders, both with a passion for winning today and powering up for tomorrow. In 2009 Doug Yates purchased his father's half of Roush Yates Engines to become a co-owner in the company.

As CEO, Doug Yates leads a staff of 180 engineers and technicians who design, assemble, test, and service racing engines at two separate state-of-the-art facilities in Mooresville, N.C. Here, the best minds and latest technology are hard at work producing nearly 1,500 racing engines each year for teams in the NASCAR Sprint Cup Series, NASCAR Nationwide Series,

NASCAR Camping World Truck Series, ARCA, Grand-Am, FIA GT3, Dirt Late Model, Sprint cars and NHRA Pro Stock. At Roush Yates Engines, the mission is Power Performance, which is achieved through innovation, design, precision engineering, and skillful craftsmanship.

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